



STATE OF WASHINGTON

PUBLIC DISCLOSURE COMMISSION

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MEMORANDUM

To: File of PDC Case No. 02-286 - City of Vancouver, respondents: Chief Don Bivins, Marilyn Westlake, and Ted Gathe of the City of Vancouver, and Marty James, of Clark County Fire District No. 5.

From: Suemary ^{TA}Trobaugh, Sr. Political Finance Specialist

Date: December 16, 2004

Subject: Staff addendum to report of investigation

Fire District No. 5's September 2002 EMS Levy

1. On September 17, 2002, voters in Clark County Fire District 5 failed to pass an emergency medical services property tax levy by 60 percent of the vote. The Fire District 5 levy received 5,507 yes votes, or 54.62 percent, and 4,576 no votes, or 45.38 percent. Fire District No. 5 previously had an EMS levy election in September 2000, and February 5, 2002, which failed to receive 60 percent of the vote. According to City of Vancouver staff, the previous City of Vancouver Fire Department levy proposition was ten years prior.

Station 87 – 12600 block of 72nd Avenue

2. Marty James, Clark County Fire District No. 5 Administrator, stated on May 7, 2002 that the fire district had 2 million in reserve that was targeted to build a fire station. He stated, *"The fire district 5 had a couple million dollars, it had 2 million dollars in reserve to build a fire station. And we knew that there was an area that's in the district that there was a fairly high growth rate and a fire station needed to be built there. So we gave the city the money and it was put in an escrow account and locked up where it couldn't be used for anything. Well that target had long since come and gone as far as I was concerned that that station should have been built and staffed. That's why we went out in the prior year and I'm not sure whether it was 2000 or 2001 when we did that, but what I knew when I was with Vancouver if I could pass a levy in the district I could at least build the district station and staff the district that was building the station. Irrespective of the city. So that's why that discussion of a levy has gone on a long time and there is no real target date like flipping on a switch and saying okay we need it today. It was a long slow process over a five-year period with growth rates between 5-10 or 6-10% that really were driving the process for more staffing. Which means more staffing needs additional*



3. *revenue, which typically meant a levy of some sort, at least in the district.*” (Exhibit A, JIO, p. 13 and 14 of the interview transcripts)
4. The September 2001 News at 5 newsletter, published by Clark County Fire District 5, contained an article entitled “Looking forward,” stating that due to population growth, a new fire station is planned for a site in the Glenwood neighborhood at the 12600 block of 72nd Avenue. (Exhibit B) The fall 2001 Lifeline newsletter identified that one component of the Business Plan recommendations included building a fire station *“in an area of historically poor response times – one in the Glenwood neighborhood at the 12600 block of Northeast 72nd Avenue in 2002...,”* but made no mention of the 2 million held in escrow for construction of a station. (Exhibit C) The Winter 2002 Lifeline newsletter again referenced building two fire stations in underserved areas, including *“one on the north side,”* a reference made to the 12600 block of Northeast 72nd Avenue location, but made no mention of the 2 million held in escrow for construction of a station. (Exhibit D)
5. The March 2003 News at 5 newsletter contained an article entitled, “Status of new fire station: on hold,” stating that the station slated to be built at 12600 NE 72nd Avenue was on hold due to the failure of the EMS levy the previous fall. Quoted in the article was Mr. James, who stated, *“We’ve got the land and the construction money. What we need to make this happen are operational funds.”* Further in article was the statement, *“Money to build the station was carefully saved over the last 10 years from District operating funds. The levy would have supported around-the-clock staffing by career firefighters – including a paramedic who could deliver advanced medical service.”* (Exhibit E)
6. The summer 2003 Lifeline newsletter contained an article entitled, “Station 87 inches towards reality,” stating that the station to be built at 12600 NE 72nd Avenue would deliver around-the-clock staffing by career firefighters and volunteers due to *“strong financial partnership from Clark County Fire District 5 and the City of Vancouver.”* (Exhibit F) The newsletter also included information on Medic 84, an Emergency Medical Services vehicle; the price for the medic unit was \$175,000, plus \$800,000 annually for around-the-clock staffing. (Exhibit F)

B-roll footage definitions:

7. B roll is the secondary or “safety” footage for a film. In order to string together two interview clips that were not shot consecutively, an editor will cut away from A Roll (A Roll is the primary footage for non-narrative or interview based film, and usually refers to talking heads or footage that directly relates to the moment) to B Roll, while the audio from the A Roll shot plays under. Then when the editor cuts back to the second A Roll shot, it appears as if the concepts were always married togetherⁱ.
8. B-Roll: Stock footage acquired for miscellaneous needsⁱⁱ.

9. A and B rolls refers to use of two videotapes in recording a single-camera segment. During editing the audio and/or video from the B roll (generally consisting of cutaways and insert shots) is inserted over the primary A-roll footageⁱⁱⁱ.

Public access to CVTV's unaired (and/or B-roll) footage:

10. Jim Demmon, Manager of Vancouver Cable, stated that there were multiple resources available for the public to request program footage that has aired on CVTV, including a listing on the *"website...program listings...on the channel itself we have program updates and what will be coming up next for the daily schedule. And for video duplications we have on our website CVTV.org ...a statement near the bottom that says for personal copies of a CVTV program bring a blank name brand VHS cassette along with the title and date of desired program to CVTV's offices, we'll provide one free copy of each requested program. ... CVTV programs are available through the regional library system as well."* (DIO, p. 2)
11. Mr. Demmon stated that the public is able to request footage that has not been aired, but locating this type of footage requires a search of the agency's database, as well as an inquiry to staff members. He stated, *"Typically if we're covering a specific event then we would keep that kind of event information in our database but for example when we're producing a potential program and our producers are going out with a single camera getting interviews, shooting footage, we don't put that specific information into a database... We only enter in the database once a program is completed and then we put in the master tape and where that's located."* (DIO, p. 3) Mr. Demmon stated that the stock footage database is not routinely updated, thereby requiring a more specific inquiry of staff members. He stated, *"...our stock file footage isn't updated as well as it should be and so a lot of the times producers just keep the raw footage that they taped. And that's pretty much what happened with the fire department. And so when you're looking for a shot or any kind of footage you usually walk around the office and say have, does anyone have any firefighter footage for example... we're a small department so everyone pretty much knows who shot what."* (DIO, p. 7)
12. Concerning footage that has not been aired, Mr. Demmon stated, *"Typically we prefer to wait until after it's aired but we understand sometimes people will want the footage right away. And so we do release that prior to air. But for example, if someone calls up and want footage of a program that's going to be airing on Sunday and they bring it in on Thursday we usually wait until after the first air on Sunday."* (DIO, p.4)

Jeff Williams' request for EMS footage:

13. Mr. Demmon stated that when Mr. Williams contacted CVTV in 2001 for a public records request for EMS footage, he asked specifically for Mr. Demmon. Mr. Demmon stated that he told Mr. Williams that staged EMS footage existed, which he states is information that would have been provided to anyone contacting the station.

(DIO, p. 4) He stated, *"Yes and if they aren't aware again they (a CVTV staff member) will ask any of the producers, the production coordinator, myself, just to see if anyone knows what's up on a particular event, and if someone was out taping footage."* (DIO, p. 4)

14. Jeff Williams, the media consultant employed by the Yes for Fire/EMS committee, stated that at Chief Don Bivins' suggestion, he spoke to Marilyn Westlake, the VFD public education coordinator, and learned that CVTV had EMS footage available. He stated, *"Marilyn Westlake who is the PIO for the VFD told me they had just finished filming that or had filmed it recently and said there might be some good footage there ... Because I was looking for a way to get the footage without having to pay for it."* (WIO, p. 6) *I've known Marilyn for a long time and I think he (Don Bivins) told me that ... she might have some ideas about where I could get footage.* (WIO, p. 7) *The footage had already been done at CVTV for something else... And so I went into CVTV and they gave me a dub of the footage they had and I went through the dub and pulled out the pieces I wanted. And so they gave me the pieces I wanted and I took it to the Comcast and we produced the spot from that..."* (WIO, p. 6)

15. Mr. Williams stated that regardless of Chief Bivins' suggestion to speak to Ms. Westlake regarding video footage, he intended to check at CVTV. He stated, *"Actually I did it because that was the first place I was going to look anyway. Then I mentioned it to him (Chief Bivins) ... and he suggested I go to her (Ms. Westlake) to see where everything else was too."* (WIO, p. 8) *I assumed at the time that it was public domain and I could use it and I wouldn't have you pay for it. You give them a cassette and they fill it up..."* (WIO, p. 9)

16. Mr. Williams stated that he believed it was legal to make a public records request, and that by doing so, could inexpensively obtain footage. He stated, *"I assumed at the time that it was public domain and I could use it and I wouldn't have to pay for it. You give them a cassette and they fill it up..."* (WIO, p. 9) *I've had candidates go outside and get their stuff produced outside using staging things and having the cable company produce it which is a lot more expensive. But I was trying to save money at the same time. There's already footage of something ... in fact that's one of the first things I asked them was do you have any footage... And if you're doing pictures of fire fighting it's a lot harder to stage that or to do that in a studio because of all of the equipment and those kinds of things."* (WIO, p. 11)

Purpose of hiring Jeff Williams by the Yes for Fire/EMS committee:

17. Marty James, member of the Yes for Fire/EMS committee and Fire District No. 5 administrator, stated that he recalls that Mayor Pollard suggested to him that he speak to Jeff Williams concerning media consultation for the committee. He stated, *"I think that the mayor did recommend or at least ask us you maybe talk to Jeff (Williams)..."* (JIO, p. 5)

18. Don Bivins, Media contact of the Yes for Fire/EMS committee and City of Vancouver Fire Chief, stated that he and Marty James hired Jeff Williams to work on the media component of the committee, and that Mr. Williams recommended TV advertising. He stated, *"I think Marty and I probably collectively thought that it would be a good idea to have him take on some of this responsibility because he has expertise and I seem to recall that we discussed that as a larger committee and that everybody thought that that was a good idea."* (BIO, p. 3) *We hired him (Mr. Williams) to basically develop ... the biggest bang for our buck in terms of getting our message out.* (BIO, p. 4) *I seem to recall that he concluded that cable TV was a better bang for the buck than either print or radio...I think that's what he said. I do remember that he later came with a list of TV stations and times and shows and things like that that would be a good fit for getting the message out."* (BIO, p. 6)
19. Mr. James stated that it was at Mr. Williams' suggestion that the committee produce a TV commercial for cable TV. He stated, *"(H)e's the one that said you know, there's other stuff you can do and whatever he recommended that we, I think we put some ads on cable TV or something like that. And took that and ran with it... (JIO, p. 5) (W)e had never done any type of TV ads before this campaign...and Jeff is in the radio business and said that he thought our money would be much better spent on these little cable TV ads."* (JIO, p. 6)
20. Mr. Williams stated that he recalled being hired by the EMS committee in November or December of 2001 to work on producing a TV commercial. He stated, *"... they hired me to help them market or promote the campaign to get the message out to the voters."* (WIO, p. 2) *They had all of the other pieces in place. They had the logos designed and the website was up and everything else and I tried to give them a visual picture, they had their slogans down and everything so it wasn't, I didn't start from scratch, I think it was to kind of pick it up from there and do some video pieces."* (WIO, p. 4)
21. Mike Worthy, Co-chair of the Yes for Fire/EMS committee, stated that he was not a party to the advertising component of the committee's activities, and recalls that a subcommittee was formed for this purpose, which included Mr. Williams. He stated, *"...there was a subcommittee that was in charge of communications of that sort. And I know Jeff Williams was involved in that process but I do not recall whether he was a paid consultant or whether he was a volunteer to the committee."* (MWIO, p. 3) Mr. James stated that a core group of individuals met to brainstorm about what activities the committee could do, which included *"Marilyn, Don, I was there...somebody from the union, maybe Bill Garlington, Mike Lyons... And ... Barbara Crest."* (JIO, p. 3)
22. Concerning the role that Marty James and Chief Don Bivins played on the committee, Mr. Worthy stated, *"... I'd say that they (Don Bivins and Marty James)*

were the experts with respect to the communicated needs. So they were always the people that I looked to when I was trying to describe, what is it again that you need these resources for and how is this more efficient then what we have done before. (MWIO, p. 10)

Yes for Fire/EMS committee's media plan prior to hiring Mr. Williams

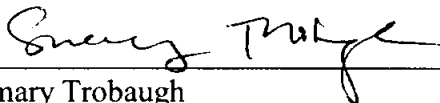
23. Mr. Worthy stated that the committee did develop a media plan, although he was not involved in this activity. He stated, *"I couldn't say that I was necessarily a party to crafting one. Frankly I would say with some confidence that I believe there was one. I don't know that I ever spent any time studying it or that I ever "approved" it or participated in that kind of a process.* (MWIO, p. 7)
24. Mr. Bivins stated that the committee did not initially think of producing a TV commercial. He stated, *"I don't have any specific recollection of talking about a commercial. I mean we were I think pretty naive going into this process thinking that what it was going to take is putting up yard signs. And as we met we got more and more ideas and the project grew."* (BIO, p. 8) Mr. Bivins stated that the committee did not know what advertising methods should be used, and looked to Mr. Williams to advise them. He stated, *"we weren't I guess wise enough to know what questions to even ask. And so he came back with a proposal as I recall of how best he could be utilized to help the committee."* (BIO, p. 5)
25. Mr. James stated that it was at Mr. Williams' suggestion that the committee produce a TV commercial for cable TV. *"He was brought in for a perspective ... because we didn't know at the time we were going to do TV commercials. We just thought that Jeff's been around a long time, he's well connected. He had worked on the mayor's campaigns so we thought after Pollard and I or Pollard and I and Don had talked that it would make sense because he had some experience.* (JIO, p. 6)
26. When Mr. James was asked whether the committee hired Jeff Williams because it knew that there was stock EMS footage available, Mr. James stated, *"No. I mean, again we didn't, when we first talked to Jeff it was regarding him helping us with the campaign and we didn't, I had no idea, nor did Don about what he could bring to the party other than the mayor saying you know, he helped him with his campaign and why don't you talk to him ...The stock footage had nothing to do with the campaign when we hired him. It was to get his ideas on...what can you help us with."* (JIO, p. 8) Mr. Bivins stated that the EMS footage taken in 2001 was not produced with the intention of using it in a campaign commercial. He stated, *"...if the line of your questioning is suggesting that we shot footage in the summer of 2001 ... in anticipation of using it as a commercial to advertise for the EMS levy, absolutely not."* (BIO, p. 11)
27. Mr. James stated that without Mr. Williams, the committee would have run a much different campaign. He stated, *"...if the mayor wouldn't have come to me and said,*

and had that conversation or Don and I or whoever it was, that Jeff Williams had some experience with campaigns probably wouldn't have put two and two together that he even did that. So then we've probably just been struggling on our own to do the same old campaign. (JIO, p. 11)

Estimated cost of video production for fire department information video and Yes for Fire/EMS committee's commercial:

28. In the Report of Investigation for PDC Case No. 02-286, point number 4.23, Mr. Demmon stated that in the month of June of 2001, CVTV drafted a script for the fire department's informational video, and in late July or early August shot its footage. Mr. Demmon stated that his department then created a rough-cut version of the video and forwarded it on September 10, 2001 for Marilyn Westlake's review. **(Exhibit 6, DIO, p. 3 and 4 of the interview transcripts provided in the Report of Investigation for PDC Case No. 02-286)** Mr. Demmon estimated that he and one other staff member dedicated no more than 80 hours to the project. **(Exhibit 6, DIO, p. 4 of the interview transcripts provided in the Report of Investigation for PDC Case No. 02-286)**
29. On December 16, 2004, Mr. Demmon stated that the fire department was not directly charged for the production of the draft information video; however, in 2001-2002 budget, the fire department paid 25% of a video producer's salary (Steve Harris, of CVTV). Mr. Demmon also provided a monetary breakdown of staff hours devoted to producing the draft video for the fire department, which totaled \$1,482.72. The breakdown is detailed below:
- Field shoot: Video producer (20 hours x \$20.82 = \$416.40), and video production assistant (20 hours x \$6.83 = \$136.60), totaling \$553.00;
 - Scripting: Cable TV manager (4 hours x 24.23 = \$96.92);
 - Post production: Video producer (40 hours x \$20.82 = \$832.80). **(Exhibit G)**
30. Mr. Williams stated in a telephone conversation with PDC staff that he estimated the cost of video production for the Yes for EMS/Fire committee commercial was \$20,000 to \$24,000. The factors Mr. Williams considered were 20 hours for the filming and editing at \$80 per hour, and hiring actors at \$100 per person per hour for filming that would take a couple of days. PDC staff confirmed Mr. Williams' estimate using the \$80 per hour figure for all the people involved and estimating ten hours of filming; therefore 10 people x \$80 per hour x 30 hours equals \$24,000. **(Exhibit H)**

Respectfully submitted this 16th day of December, 2004



Suemary Trobaugh
Senior Political Finance Specialist

Scope

- Interview under oath with Jim Demmon, of CVTV, on November 15, 2004. (The interview under oath with Mr. Demmon is referred to as DIO.)
- Interview under oath with Jeff Williams, of Jeff Williams Marketing, the media consultant employed by the Yes for Fire/EMS committee on November 15, 2004. (The interview under oath with Mr. Williams is referred to as WIO.)
- Interview under oath with Mike Worthy, Co-chair of the Yes for Fire/EMS committee, on November 30, 2004. (The interview under oath with Mr. Mike Worthy is referred to as MWIO.)
- Interview under oath with Chief Don Bivins, media contact the Yes for Fire/EMS committee and the City of Vancouver Fire Chief, on December 6, 2004. (The interview under oath with Chief Bivins is referred to as BIO.)
- Interview under oath with Marty James, volunteer on the Yes for Fire/EMS committee and Fire District No. 5 administrator, on May 7, 2002 and December 10, 2004. (The interview under oath with Mr. Marty James is referred to as JIO.)

Exhibits

- Exhibit A** Interview transcripts for May 7, 2002, interview under oath with Marty James, Administrator, Fire District No. 5.
- Exhibit B** The September 2001 News at 5 newsletter, published by Clark County Fire District 5.

Report of Investigation Addendum

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- Exhibit C** Clark County Fire District 5 and Vancouver Fire Department's newsletter Lifeline, fall of 2001 edition.
- Exhibit D** Clark County Fire District 5 and Vancouver Fire Department's newsletter Lifeline, Winter of 2002 edition
- Exhibit E** The March 2003 News at 5 newsletter published by Clark County Fire District 5.
- Exhibit F** Clark County Fire District 5 and Vancouver Fire Department's newsletter, summer of 2003 edition.
- Exhibit G** E-mail correspondence between PDC staff, Judy Zeider and Jim Demmon.
- Exhibit H** PDC staff memo to file regarding telephone conversation with Jeff Williams on December 1, 2004.

Endnotes:

ⁱ Located at: www.encyclopedia.thefreedictionary.com/b-roll

ⁱⁱ Located at: www.thscratchpost.com/resources/fx/vfx_dict_b.shtml

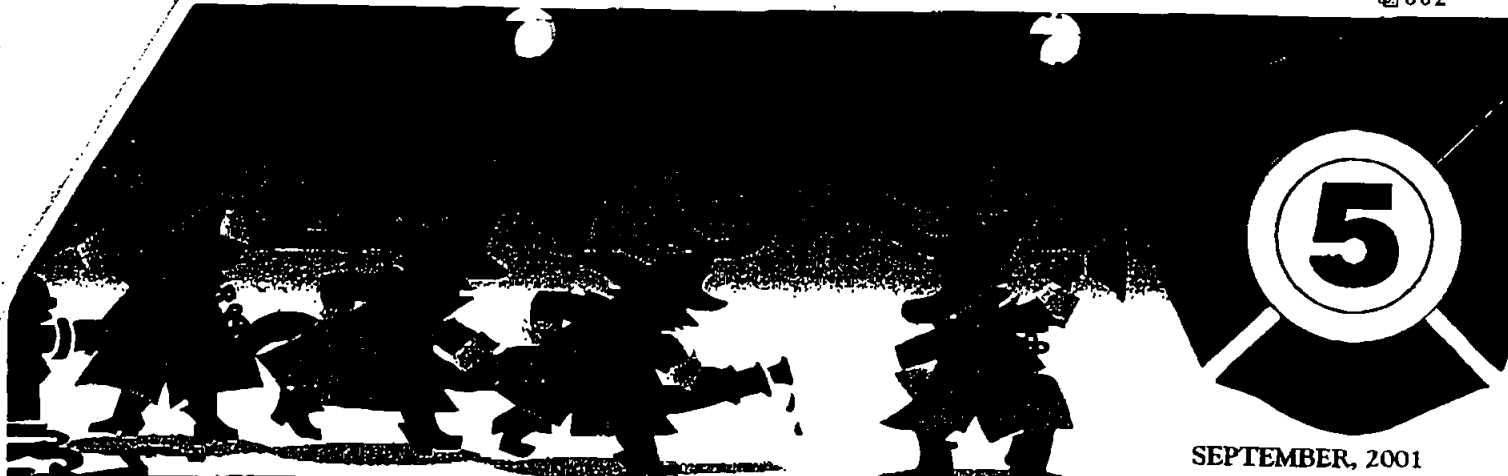
ⁱⁱⁱ Located at: www.cybercollege.com/gloss/gloss_a.htm

because I'm the one who developed the budget, what was going on financially. And the city had done very little if anything to provide additional funding for the fire department as soon as consolidation happened. Therefore it was not brain surgery that we needed to pass a levy or do something to increase revenues. And it wasn't going to happen as the long as the Stoner regime and Briggs and all that group was there. As soon as that changed and now during that time we dealt with 695 and 747 and all those issues were impacting us. So I don't know that anybody just said gee, we need a levy. It was in black, I mean it was obvious that we needed to do something with funding and the levy is, from my perspective in the district that was the only viable option we had. So for me to go back and say well I knew that on April 15th of such and such a date, it didn't work like that. It was a very slow transition. And after I left the city, that's when I said we need to do something to increase the staffing, to further expand a bit when this contract. And I know I'm getting a bit off track here but I think it's important that you understand the relationship. The fire district 5 had a couple million dollars, it had 2 million dollars in reserve to build a fire station. And we knew that there was an area that's in the district that there was a fairly high growth rate and a fire station needed to be built there. So we gave the city the money and it was put in an escrow account and locked up where it couldn't be used for anything. Well that target had long since come and gone as far as I was concerned that that station should have been built and staffed. That's why we went out in the prior year and I'm not sure whether it was 2000 or 2001 when we did that, but what I knew when I was with Vancouver if I could pass a levy in the district I could at least build the district

station and staff the district that was building the station. Irrespective of the city. So that's why that discussion of a levy has gone on a long time and there is no real target date like flipping on a switch and saying okay we need it today. It was a long slow process over a five-year period with growth rates between 5-10 or 6-10% that really were driving the process for more staffing. Which means more staffing needs additional revenue, which typically meant a levy of some sort. At least in the district.

TROBAUGH: Would you say that the business plan that the City of Vancouver fire department did was contingent on a levy being passed?

JAMES: Well yeah, sure. And again I have not completely, I've simply glanced through that business plan. I was there the first meeting, first 8-hour meeting and then I didn't participate any longer. But obviously I think its looking at staffing of 60 or 70 people and if that levy didn't happen it's not very likely that much of the staffing was going to magically appear unless the city went out and said okay we're going to reprioritize and we're going to fund the fire department out of the general fund. Which they could still do. They could also do a B&O tax, they could reinstitute a B&O tax, they have a.2% sales tax that they could still start, I don't know what the correct term is, but they could also institute I guess. So there is other ways that the city has of funding that business plan. And not only through a levy but they could just go out and outright fund it but to do that its going to devastate some other departments inside the city, therefore the dilemma. But in the district, again I only have a couple options. If I want to increase staffing in the district I need to do it with a levy because I am already taxing at



SEPTEMBER, 2001

Published by Clark County Fire District 5, 11606 NE 66th Street, Vancouver, WA 98662

Fire District 5 creates winning enterprise

Clark County Fire District 5 has created the innovative Northwest Regional Training Center (NRTC). The center delivers quality safety training courses for the public and provides a local source of top-notch education for our community's emergency responders. The NRTC was created by Clark County Fire District 5 last year to answer an unmet need in Southwest Washington for consistent, high quality training in the emergency medical and safety fields. This is your center!

The NRTC is in a new building in the Orchards area at 11606 NE 66th St. In addition to a paramedic program, featured classes cover community education in basic first aid and CPR, technical rescues, occupational safety and compliance. Many of the classes meet the requirements of local businesses and government agencies. NRTC courses meet Labor and Industries, state and federal standards, and

follow American Heart Association guidelines.

A wide variety of safety and medical classes are offered, and the training facility is also used by local police, fire and EMS agencies to train their personnel.

Classes are conducted during the day, evening, weekday and weekends to accommodate a variety

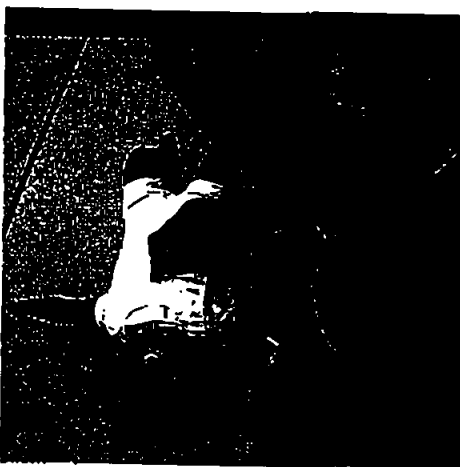
of schedules. Classrooms hold from 30 to 150 people and are available for rental. For more information call (360) 759-4404, or visit the web site at: www.nwrtc.org

Visit the
training center for

Safety Saturday Sept. 22

Children's safety is the theme of the next Safety Saturday at the new NW Regional Training Center on Saturday, Sept. 22 from 10 a.m. to 3 p.m. The center is at 11606 NE 66th St.

Featured activities will include car seat safety checks by nationally certified car seat technicians; CPR demonstrations; a bike rodeo; fire safety house; fire engines; and more! For more information, contact Helen at (360) 759-4404.



CPR on infants requires special training, which is available at the NW Regional Training Center. (Westlake photo)

Looking forward...

Due to vigorous growth, a new fire station is on the drawing board to serve the western portion of District 5. The new Station 87 is planned for a site in the Glenwood neighborhood at the 12600 block of

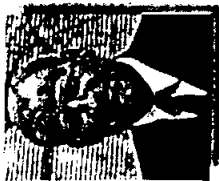
Throughout the year –

24 hours a day and seven days per week – your fire department deploys highly trained professional firefighters and paramedics through-

VISIT OUR WEB SITE AT WWW.NWRTC.ORG

To the People of Vancouver & District #5,

Early this summer I promised to report back to you with recommended solutions for the various problems facing the Vancouver Fire Department. Safeguarding lives and property is our top priority. Today we need help to deal with the consequences of rapid growth in our area.



After eight months of rigorous research and analysis we completed a Business Plan. It was presented to the Vancouver City Council late last month. It includes carefully researched recommendations designed to maintain a safe level of fire department services. This is not a plan for expansion.

At the heart of the Business Plan are three key recommendations:

- Three small, light rescue units with a two-paramedic staff. These units will handle a large portion of emergency medical calls and will allow fire engines to remain in better position for fire and rescue incident response.
- Build two fire stations in areas with historically poor response times – one in the Glenwood neighborhood at the 12600 block of Northeast 72nd Avenue in 2002, and another on the eastside on Northeast 18th Street at 14th Avenue in 2003
- Add staff to meet firefighter training and safety needs

These catch-up provisions will cost from \$2.5 to \$6 million in each of the next three years. The City Council and Clark County Fire District 5 Commissioners plan to meet next month to discuss funding possibilities, including placing an Emergency Medical Services (EMS) levy before voters this winter.

I hope you will review the charts inside this newsletter. They graphically demonstrate why we need to act quickly to regain the ground we have lost over the past several years, and set in motion our plans for protecting the fire and life safety of Vancouver area residents.

You can learn much more about the fire department at our web page, www.vafire.org. Specifically, the Business Plan link includes the complete text of the Plan and all the charts which detail service delivery, costs and projections for future community needs.

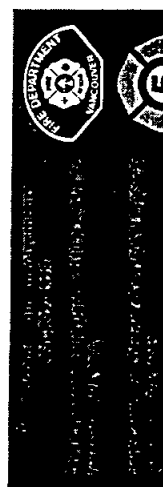
Lastly, I'd like to use this forum to express my gratitude and pride in the dedication of Vancouver's firefighters. Despite dramatic increases in work volume and complicated new demands, they have repeatedly done more with less. And, along the way, they have maintained unwavering respect for the people of this community. Residents of our community are well-served by these outstanding individuals.

Thank you for your support for our firefighters.

Don Bivins
Don Bivins, Fire Chief

Vancouver City Council: Mayor Royce E. Pollard, Pat Lilje, Dan Tonkovich, Jim Mueller, Jeanne Harris, Jack Burman, Jeanne Lipton.

County Fire District #5 Commissioners: Conrad Gajiga, Bob Torrens, Mike Lyons



Recycled and printed with soy ink

EXHIBIT C

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a joint publication of
Clark County Fire District #5 and the City of Vancouver Fire Department

Fall 2002

Fire, Rescue and Emergency Medical Service

Lifeline

Serving the City of Vancouver and District #5



Photo: Crew members from Vancouver Fire render emergency medical aid to a trauma victim.

OPEN TO THE PUBLIC
Your NW Regional Training Center
11606 NE 66th Street
Vancouver, WA 98662

- Family safety classes
- CPR, first aid
- Occupational safety & compliance
- ... providing high-quality training for the community.

A joint venture between Clark County Fire District 5 and the Vancouver Fire Department
Learn more at www.nwrtc.org or call (360) 759-4404



Consolidated Fire Service Area
Clark County Fire District #5
7110 N.E. 63rd Street
Vancouver, WA 98661-1995

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Vancouver, WA

ECRWSS

The Business Plan for — Your Fire Department

The recently completed VFD Business Plan lays out a

careful strategy for correcting problems with fire department service delivery over the next three years. These problems stem from rapid population growth, increasing traffic congestion and more calls for service. The Business Plan identifies problem areas, recommends solutions and calculates costs for buildings, equipment and personnel to get the fire department back on track. It calls for:

- Three new smaller, light-duty rescue units to be located at Stations 81, 82 and 84 (see map). These paramedic staffed vehicles will reduce the load on fire engines and improve emergency response times.
- Two new fire stations to meet growing needs in underserved areas in the north and east parts of the consolidated city and District 5 service area (see map).
- It also addresses safety and training, system misuse, and potential cost recovery.

CRISIS SITUATION: Vancouver firefighters fulfill a crucial role that is not well understood. Last year, they responded to 18,583 calls for help related to the protection of life and property. This year they expect to exceed 20,000 calls. What many people don't know is that most of these calls — 83 percent — are for Emergency Medical Services (EMS).

"...research showed that one out of six times, the closest unit is unable to respond..."

In fact, the department's units are responding to so many simultaneous emergencies, our response times are lagging. Recent research showed that one out of six times, the closest unit is unable to respond because it is already

deployed on another call. "When every second counts at a fire or medical emergency, this is unacceptable," says Don Bivins, fire chief. The current goal for fire response is five minutes 90 percent of the time in the urban area. In 2001, that goal was met only 54 percent of the time. (See chart for response time goals and assessment in urban, suburban and rural areas.)

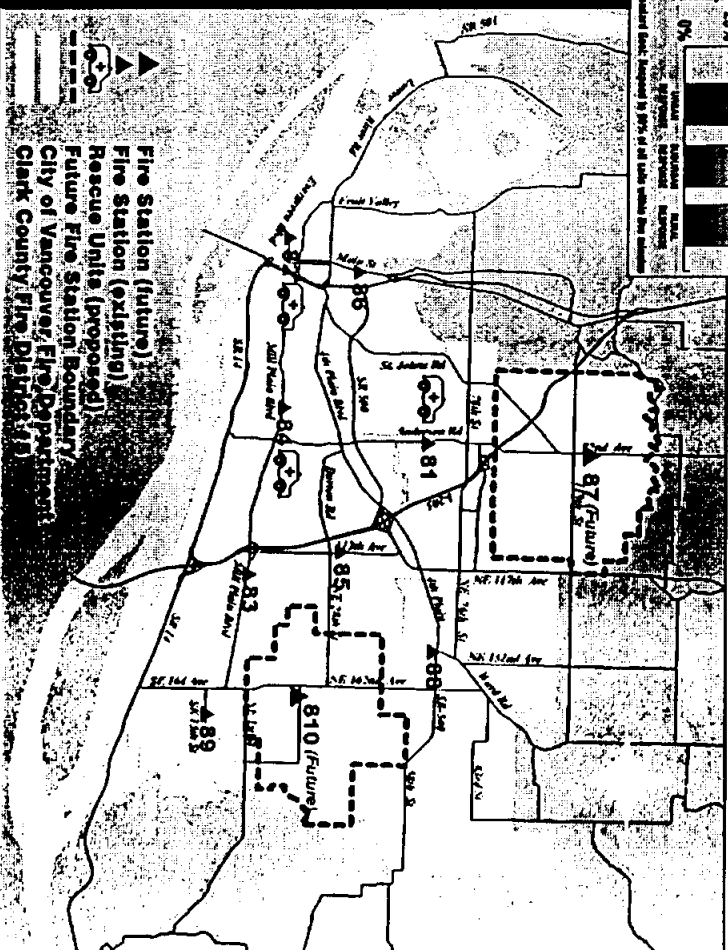
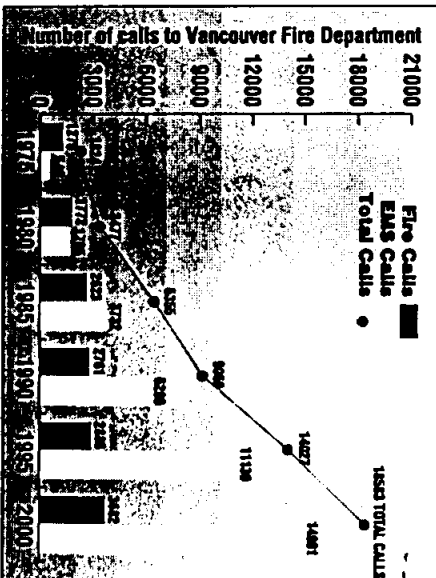
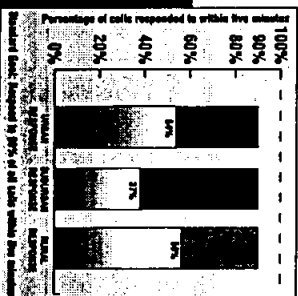
Fire Department Timeline: At Vancouver Fire, all firefighters are Emergency Medical Technicians who can administer advanced first aid. In addition, each responding fire apparatus has a paramedic on board. The paramedic can deliver complicated, life-saving field care including starting an IV to administer life-saving drugs, using a defibrillator to shock a heart back to rhythm or using a special tube to open an airway.

Community needs are evolving and firefighters work hard to maintain their expertise in a variety of areas. In addition to the extensive challenges of EMS and fire suppression, they also must prepare for hazardous materials incidents, disaster response, and for complex rescue challenges such as trench cave-in, explosion, building collapse or rope rescue situations.

Visit our web site for information about family safety, fire department services and history, CPR and First Aid Classes, and more at ... www.vanfire.org

News About COMMUNITARIANS: The Business Plan revealed that the VFD delivers good value. Compared to cities of similar size (Bellevue, Spokane, Everett), Vancouver firefighters have consistently done more with less in the face of markedly rising demand. This was accomplished with no additional on-duty resources. Today, however, the department has exceeded its capacity as crucial response times get slower and slower.

Costs: It will take a few years to re-build lost capacity. The Vancouver City Council and Clark County Fire District 5 commissioners have examined a number of ways to meet public needs over the next few years. Fire District 5 has decided to place an EMS levy before voters this winter, and the city may consider joining that effort. The money would pay for needed new apparatus, fire stations and firefighters.



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Clark County Fire District #5 and the City of Vancouver Fire Department

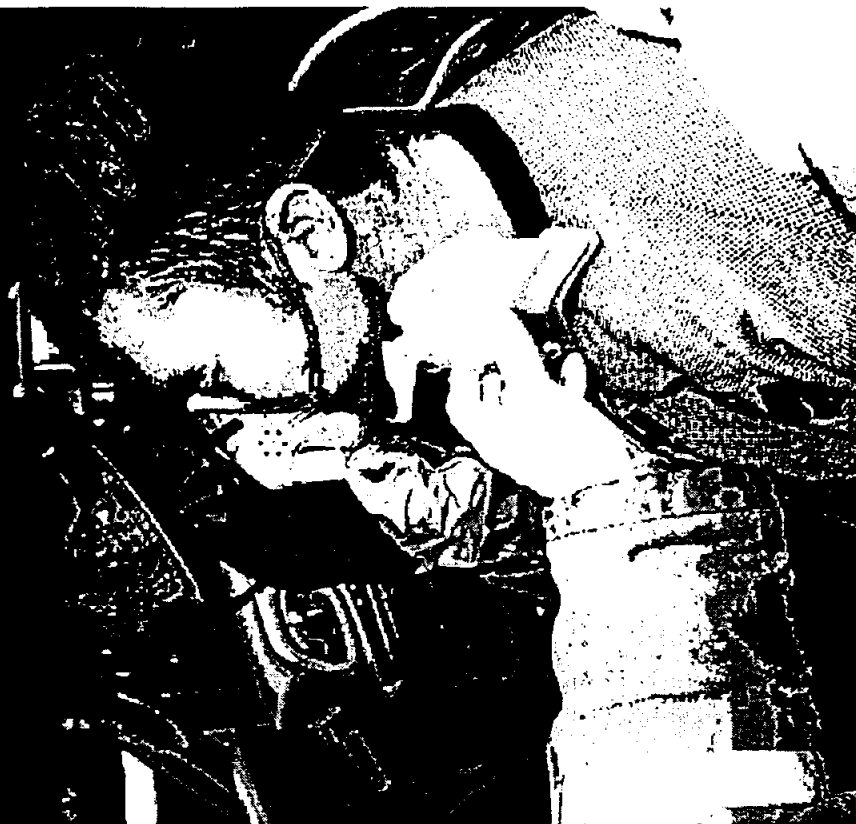
Winter 2002

Fire, Rescue and Emergency Medical Services

 **Lifeline**

Serving the City of Vancouver and District #5

Emergency Medical Services



Emergency Medical Services

Levy is Feb. 5, 2002. Mail ballots must be postmarked by Feb. 5.

EMS

Consolidated Fire Service Area
City of Vancouver Fire District #5
Clark County Fire District #5
7110 N.E. 63rd Street
Vancouver, WA 98661-1995



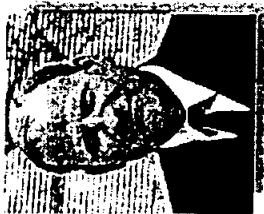
LEVY! February 5, 2002

Photo: Crew members from Vancouver Fire tender emergency medical aid to a trauma victim.

The Levy Election for —

Your Fire Department

I **In two earlier letters to you,** I've expressed my concern about the diminishing ability of the fire department to meet your needs. Rapid population growth and increasing Emergency Medical Services (EMS) calls have put the fire department under intense pressure.



Last year, EMS calls made up 83 percent of over 20,000 calls for help. Your firefighters responded to 2,466 motor vehicle incidents and 1,771 heart attack calls with their life-saving skills and equipment. The rising volume of calls has slowed response times below recommended levels. Our community and its needs have changed.

Last summer we carefully analyzed the problems and developed a Business Plan. Your representatives on both the Vancouver City Council and Clark County

Fire District 5 Board then decided to place an EMS property tax levy before voters Feb. 5, 2002. We have received citizen inquiries about the levy, and this mailer is designed to clarify and address your questions about the purpose, costs and benefits. For more details about the levy, please see adjacent information and visit our web site, www.vanfire.org.

The levy would dedicate funds exclusively to the fire department. It would buy 3 small, maneuverable EMS rescue vehicles; build 2 new fire stations in underserved areas; and free resources for safety and training needs. Those resources would allow the Fire Department to improve emergency response times.

Whether it's our essential role in firefighting and emergency medical care — or complicated new demands such as hazardous material response — the Vancouver Fire Department is eager to serve. We appreciate your patience with this process and encourage you to carefully research the levy proposal.

Don Birnie
Don Birnie, Fire Chief

During the last 20 years:

- Service area population grew 84%
- Fire calls grew 104%
- Emergency medical call volume grew 774%
- No new firefighting crews were added
- Emergency response times declined, and do not meet recommended standards

LEVY COST:

50 cents per \$1,000 assessed valuation.

Example: the owner of a \$150,000 home would pay \$75 for each of the six years.

WE'RE LISTENING.

In a survey conducted last fall, residents in the City of Vancouver and Clark County Fire District 5 identified the following as their highest priorities for the fire department:

- 1) Emergency Medical Services (EMS)
- 2) Fighting fires
- 3) Hazardous materials response

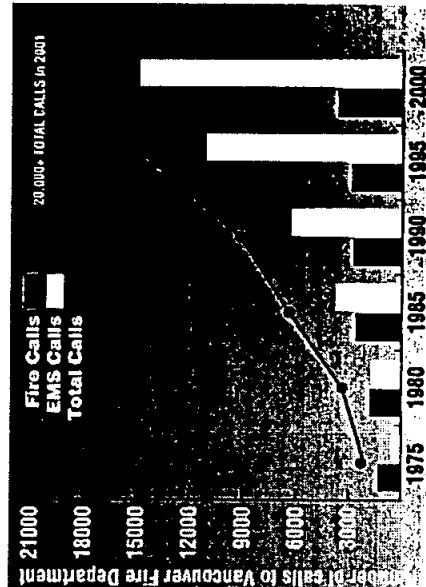
BACKGROUND

The fire department completed an intense review process and developed a Business Plan (*see complete plan at www.vanfire.org*).

It reveals that:

- The fire department does not currently meet recommended standards for emergency responses because of rapid growth.
- Fire responses average 6 minutes and 14 seconds. To avoid explosive flashover, fire response should be 5 minutes or less 90% of the time.
- Vancouver's fire department is the most understaffed major fire department in Washington.

- Levy would provide:*
- 3 small, light-duty rescue units to focus on medical calls (*levy wear and tear on fire engines and hauling them in better position to respond to other emergencies*)
 - Build, equip and staff 2 fire stations in areas with historically slower response times — one on the fast-growing outside and another on the northside
 - Free-up resources to strengthen capabilities in firefighting, hazardous materials, disaster response, and state-mandated firefighter training and safety requirements



Visit our web site for more details on the fire department and the levy ... www.vanfire.org

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News@5

11606 NE 66th St. / Vancouver, Washington 98662 / (360) 759-4404 / www.nwrtc.org

News @ District 5...

Dear residents:

Much has happened since our last communication with you. Of note was failure of the Emergency Medical Services (EMS) levy that would have built a new fire station to meet the needs of our growing district. (See article page 3.) While the majority of district voters were in favor of the steps we outlined, the requirement for a 60% supermajority was not reached.

After the levy failure, your District 5 Fire Commissioners continued to focus on running a lean operation and insuring delivery of top-quality fire and life-safety protection. At the same time, they remain committed to planning responsibly and creatively for the District's future needs. That's the thinking behind the development of the successful Northwest Regional Training Center, and is behind current plans to boost safety services by hiring a fire marshal dedicated exclusively to the district. This staffing modification, expected later this year, will directly serve the needs of District residents. The fire marshal will add valuable fire and life safety consultation and inspection services, plus enhanced education and information.

Our present contract for services from the City of Vancouver Fire Department provides for quality 24-hour-a-day paramedics and fire suppression crews and public education. Fire origin and cause investigations are conducted by the county fire marshal's office.

Your input is important and will continue to help us make good decisions for District 5. We encourage you to attend District 5 Board meetings. And, access our web site at www.nwrtc.org, and the Vancouver Fire



Marty James

Department site at www.vanfire.org to learn about current issues relating to your fire protection, EMS and educational opportunities. Please take a few moments to learn more about these reliable, high-quality services, and visit our web sites often.

Finally, a word about your personal safety in light of world events. As a public safety agency, we have spent years developing plans and conducting exercises to practice and improve response capability. However, during a large emergency, responders will be very busy. That's why we encourage you to develop and practice a family disaster plan. Please read on for information on how to do that, and on many other issues of interest in this edition of News@5.

Sincerely,
Marty James, District 5 Administrator

For Your Calen

EXHIBIT E

Status of new fire station : on hold

Due to the failure of the Emergency Medical Services levy last fall, plans for staffing a new fire station in the Barberton area are on hold. The new station site is at 12600 NE 72nd Ave.

"We've got the land and the construction money. What we need to make this happen are operational funds," says Marty James, District Administrator. He adds that the District Fire Commissioners have not yet decided how to proceed, and that no action is anticipated until the Board and Vancouver City Council make a joint decision.

The land has been purchased and was to be developed in partnership with the Vancouver-Clark Parks and Recreation Department. Money to build the station was carefully saved over the last 10 years from District operating funds. The levy funds would have supported

around-the-clock staffing by career firefighters -- including a paramedic who could deliver advanced emergency medical service.

This section of the District does not meet standards for safe emergency response. A fully-staffed fire station will improve response times throughout the fire service area. Fire and medical calls in the area will continue to be answered by crews traveling from the Vancouver Fire Department station at Northeast 63rd Street and Andresen.

Plans called for a 14,100-square-foot fire station with a community room, truck bays and firefighter quarters. Shared use of the property with the parks department was designed to create tax efficiencies and allow for good stewardship of public tax dollars.

Extra healthcare course begins

Due to high demand, the NW Regional Training Center has added an additional Healthcare Provider CPR class on the third Saturday of each month, from 8 a.m. to noon. Cost is \$30. Students will receive a completion card valid for two years.



Rooms for rent

Your Clark County Fire District 5 training center is an ideal location for meeting room or auditorium rental.

Various spaces can accommodate from 25 to 150 people. Popular uses for the rooms include conferences, luncheons, business meetings and more. Space can be scheduled for hourly, partial or full day use between 7 a.m. to 11 p.m. Monday through Saturday; and between 7 a.m. and 6 p.m. on Sundays. All spaces feature TVs, VCRs and dry erase boards. To learn more, call the center at 759-4404, or see the web site at www.nwrtc.org

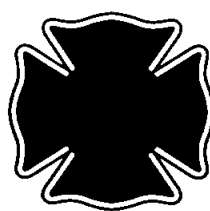


Register on-line for NWTRC classes

Learn more about available courses, and register on-line at www.nwrtc.com. Students can check out class availability, save a car trip, and register conveniently on line with a credit card. Pre-registration is required for all classes.

Learn about volunteer program

The volunteer spirit is an integral part of District 5's rich history of community involvement. Volunteer firefighters serve the community as part of a team that prides itself on service. Volunteers are expected to go to weekly evening drills, attend events and respond to emergencies as backup to career crews. For more information about how you can volunteer, contact the VFD Training Division at (360) 892-4323.



Lifeline

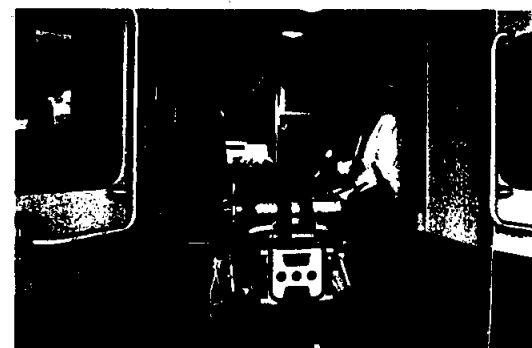
SERVING THE CITY OF VANCOUVER AND DISTRICT #5



New Emergency Services Vehicle Unveiled in Vancouver



Neighborhood leaders from central Vancouver got an up-close look at the new Emergency Medical Services (EMS) vehicle at a kick-off event this summer. Medic 84 is the fire department's first added response unit in over 20 years.



Heights neighborhoods welcome new Medic 84

Neighborhood leaders from central Vancouver got an up-close look at the new Emergency Medical Services (EMS) vehicle at a kick-off event June 20. Medic 84 is the fire department's first added response unit in over 20 years.

It is housed at Fire Station 84 at Devine and Mill Plain Boulevard. This is the busiest of the eight fire stations in the City of Vancouver and District 5 consolidated service area. It has the highest volume of calls and highest percentage of medical calls.

The VFD Business Plan calls for three such units to offset problems of declining response times fueled by rapid growth over the past two decades.

Two paramedics staff the unit, which carries lifesaving equipment including a defibrillator, intravenous, and intubation equipment for advanced cardiac and trauma life support. Medic 84's secondary function is to provide back-up for other firefighting crews. Price for the fully-equipped medic unit is \$175,000, plus \$800,000 annually for around-the clock staffing.



Mayor Royce E. Pollard
Pat Jollota
Dan Tonkovich
Jeanne Harris
Jeanne Lipton
Jeanne Stewart
Tim Leavitt

Bob Torrens
Conrad Geiger
Mike Lyons

Station 87 inches toward reality

In an effort to meet growing community needs, plans are moving forward for a new fire station at 12600 NE 72nd Avenue. With strong financial partnership from Clark County Fire District 5 and the City of Vancouver, the new station will deliver around-the-clock staffing by a combination of volunteer and career firefighters, including a paramedic.

This section of the service area does not currently meet standards for emergency service delivery. A fire station will improve response times throughout the entire fire service area.

Plans call for an 8,000-square-foot station with community room, two truck bays and firefighter quarters. Construction may begin next summer. Shared use of the property with the parks department was designed to create tax efficiencies and allow for good stewardship of public tax dollars.



Rating bureau re-rates VFD

The fire service's national rating bureau has lowered Vancouver's ISO rating largely because of deficiencies in staffing levels. The impact of a change from class 3 to class 4 should have no financial impact on residential property owners. Insurance rates for residential properties are considered of equal risk between class 2 and 6.

A class increase for commercial properties, however, may raise the fire portion of premiums for businesses that buy insurance. Premiums are expected to rise anywhere from 4.7% to 7.5%.

Visit us often at: www.vanfire.org

Check out our new www.vanfire.org website for more information on your fire department. We feature seasonal safety information, updates on current activities

EXHIBIT F

Page 2 of 2

Phil Stutzman

From: Zeider, Judy [Judy.Zeider@ci.vancouver.wa.us]
Sent: Thursday, December 16, 2004 3:30 PM
To: Phil Stutzman
Subject: RE: PDC Inquiry @ Cost of EMT Raw Footage Production

Phil,

The video producer was Steve Harris.

Judy

Judith Zeider
Chief Assistant City Attorney
P.O. Box 1995
Vancouver, Washington 98668
Phone: 360-696-8251
Facsimile: 360-696-8250
Email: judy.zeider@ci.vancouver.wa.us

From: Zeider, Judy
Sent: Thursday, December 16, 2004 3:26 PM
To: 'Phil Stutzman'
Subject: RE: PDC Inquiry @ Cost of EMT Raw Footage Production

Phil,

I'll double-check on that and get back to you.

Judy

Judith Zeider
Chief Assistant City Attorney
P.O. Box 1995
Vancouver, Washington 98668
Phone: 360-696-8251
Facsimile: 360-696-8250
Email: judy.zeider@ci.vancouver.wa.us

From: Phil Stutzman [mailto:pstutzman@pdc.wa.gov]
Sent: Thursday, December 16, 2004 3:14 PM
To: Zeider, Judy
Subject: RE: PDC Inquiry @ Cost of EMT Raw Footage Production

Ms. Zeider:

I would like to know the name of the Video Producer referred to in the e-mail from Mr. Demmon. Thank you.

12/16/2004

EXHIBIT G
Page 1 of 3

Phil

From: Zeider, Judy [mailto:Judy.Zeider@ci.vancouver.wa.us]
Sent: Thursday, December 16, 2004 1:56 PM
To: Phil Stutzman
Subject: FW: PDC Inquiry @ Cost of EMT Raw Footage Production

Dear Mr. Stutzman,

You asked this morning for an estimate of the dollar value of the time spent by CVTV to shoot the EMT footage in the summer of 2001 for Vancouver Fire Department.

You also wanted to know whether/how the production cost was charged back to Vancouver Fire by CVTV.

Here is Jim Demmon's estimate of the time spent times the hourly rate at the time for the CVTV employees who worked on the production. Also, he's provided information on cost recovery from VFD by CVTV.

Please let me know if you need/want additional information.

Judy

Judith Zeider

Chief Assistant City Attorney

P.O. Box 1995

Vancouver, Washington 98668

Phone: 360-696-8251

Direct dial: 360-735-8828

Facsimile: 360-696-8250

Email: judy.zeider@ci.vancouver.wa.us

From: Demmon, Jim
Sent: Thursday, December 16, 2004 10:43 AM
To: Zeider, Judy
Subject: RE: PDC Inquiry @ Cost of EMT Raw Footage Production

Judy -

Here's the run down for the estimated costs of production.

Field Shoot:

Video Producer (20 hours x \$20.82 = \$416.40)

12/16/2004

EXHIBIT G
Page 2 of 3

Video Production Assistant (20 hours x \$6.83 = \$136.60)

Scripting:

Cable TV Manager (4 hours x \$24.23 = \$96.92)

Post-Production:

Video Producer (40 hours x \$20.82 = \$832.80)

Total = \$1,482.72

The Vancouver Fire Department was not directly charged for the production of the video. However, in the 2001-2002 budget the Fire Department paid 25% of a video producer's salary.

Please let me know if you need any additional information.

Thank you.

Jim Demmon

Cable TV Manager

Clark/Vancouver Television

(360) 696-8235

MEMORANDUM

To: File of *City of Vancouver* – PDC Case No. 02-286.

From: Suemary ~~T~~robaugh, Sr. Political Finance Specialist

Date: December 16, 2004

Subject: Telephone log notes of conversation with Jeff Williams, media consultant to Yes for EMS/Fire committee on December 1, 2004

On December 1, 2004, Jeff Williams responded to my inquiry concerning his background as a media consultant and the estimate costs of producing the Yes for EMS/Fire committee's commercial had the committee not received the video footage.

Mr. Williams stated that he has been a media consultant since 1988, working for non-profit agencies, public agencies, and campaigns. He stated he worked on the pool campaign in 1997, the city of Vancouver's mayor campaign in 1999.

Mr. Williams stated that he has worked as executive producer in producing video and commercials. When asked the estimated cost of the video production for the Yes for EMS/Fire committee commercial, he stated the cost would have been astronomical. He estimated it would cost approximately \$20,000. I asked him to give me a breakdown of how he arrived at that estimate, and he stated 20 hours for the filming and editing at \$80 per hour. Hiring actors was another \$100 per person per hour, and filming would take a couple of days. I asked Mr. Williams if I could take his estimate and do the math out loud for him, using the \$80 per hour figure for all the people involved and estimating ten hours of filming; therefore $10 \text{ people} \times \$80 \text{ per hour} \times 30 \text{ hours} = \$24,000$.

Mr. Williams stated his mission was to get the cost down as much as possible. If the committee did not have access to video from CVTV, he supposed it could have used still photos to create a commercial. He had understood that the committee wanted him for video, and believed that the committee members saw the Mayor's commercial that Mr. Williams produced. He believes that the Mayor went to the committee and recommended his services. He recalled the following people involved in the campaign advertising component – Fire commissioner Mike Lyons, web master Theresa Baker, Marilyn Westlake, Don Bivins and Marty James.

Mr. Williams stated that he believed the committee hired him to use footage available from CVTV and did not hire him to take video footage.